SHARP

SHARPWRITER

ZX-500 DISPLAY ELECTRONIC TYPEWRITER
ZX-400 ELECTRONIC TYPEWRITER

SHARP ELECTRONIC TYPEWRITER
SHARP
ZX-500
REFERENCE CARD

THE ELECTRONIC TYPEWRITER WITH THE PROFESSIONAL TOUCH

The SHARPWRITER line of electronic typewriters combine microprocessor technology with important, yet easy-to-use functions. Sharp's advanced technology has made it possible for the ZX-400 and ZX-500 to satisfy the criteria demanded of professional typewriters, while remaining perfectly suited to normal everyday typing needs.

Both models feature decimal tab, centering, underlining, bold, automatic correction, express and relocate. The ZX-500, in addition, has a bright easy-to-read display and an expandable memory system to store page formats, phrases or documents. The display allows the operator to preview words or lines before they are typed and eliminates "blind" revisions to stored text.

Each unit has a large correction memory to facilitate automatic correction of characters, words and even whole lines.

These new models also feature an exclusive SHARPWRITER printwheel which holds 112 characters in a new arrangement of the most popular business, legal, general-purpose and multi-lingual characters.

Every component is tested and engineered for precision and reliability. This results in improved document appearance and machine dependability.

SHARP

SHARP ELECTRONIC TYPEWRITER * 027C
MAR REL
TAB
LOCK
SHIFT
REPEAT
R MAR
H ZONE
L MAR
DEC TAB
TAB SET
KBII
TAB CLR
CODE
TYPE W/W L/L STOR
NORM A-CR A-WW JUST
1 1½ 2 2½
10 12 15 PS
SHARP
CUBIC 1012

AUTOMATION COMES TO BASIC TYPING

Automatic Calculations
Both the ZX-400 and ZX-500 can allow an operator to type faster with greater accuracy and less fatigue. The centering feature will automatically type a heading centered between margins without tedious counting.
Decimal tab allows the operator to align columns of figures without the need to count and manually position the carrier. On the ZX-500 you actually see the entries on the display before they are typed. On the ZX-400, the entries are stored as you type, without printing. When the entry is completed, the typewriter calculates the correct starting point and automatically prints the data.

Computerized Control Panel
The machine control panel contains all of the switches for the various methods of printout, for the intensity setting, the line spacing and the printing pitch. Each setting has an easy-to-read LED indicator light.

Display With Cursor
The ZX-500 has a SHARPWRITER exclusive 32-character display with a red cursor. This "Quick Reference" cursor is easy to see and allows easy correction of errors, deletion or insertion of words, and scrolling through text.

Printwheel Cassette
Each SHARPWRITER printwheel is housed in a protective cassette which safeguards the petals and allows simple and clean insertion and removal of the printwheel.

Large Correction Memory
Both typewriters remember what you type so that errors can automatically be corrected. The ZX-400 remembers the last 200 characters and the ZX-500 remembers an impressive 400 characters.

SHARPWRITER ZX-400

Automatic Paper Insertion
Both typewriters contain an automatic paper insertion system. The insert distance to the first line can easily be reset by the operator for total application control.

ELECTRONIC SHARPWRITER TYPEWRITERS INCREASE TYPING VERSATILITY

Stored Formats

The ZX-400 and ZX-500 automatically store and retain the margin settings, tab stops and hot zone settings for each of the 10, 12 and 15 pitch settings. The proportional spacing setting uses the 12-pitch settings. The battery back-up system retains these settings for up to one month.

ZX-500 Expandable Memory

The ZX-500 contains as standard, a 1,000-character memory for storage of up to 26 frequently used addresses or phrases or even a short document. This memory system can be expanded by addition of an 8,000 or 16,000-character expansion module which will permit storage of longer lists or documents.

Stored Page Formats

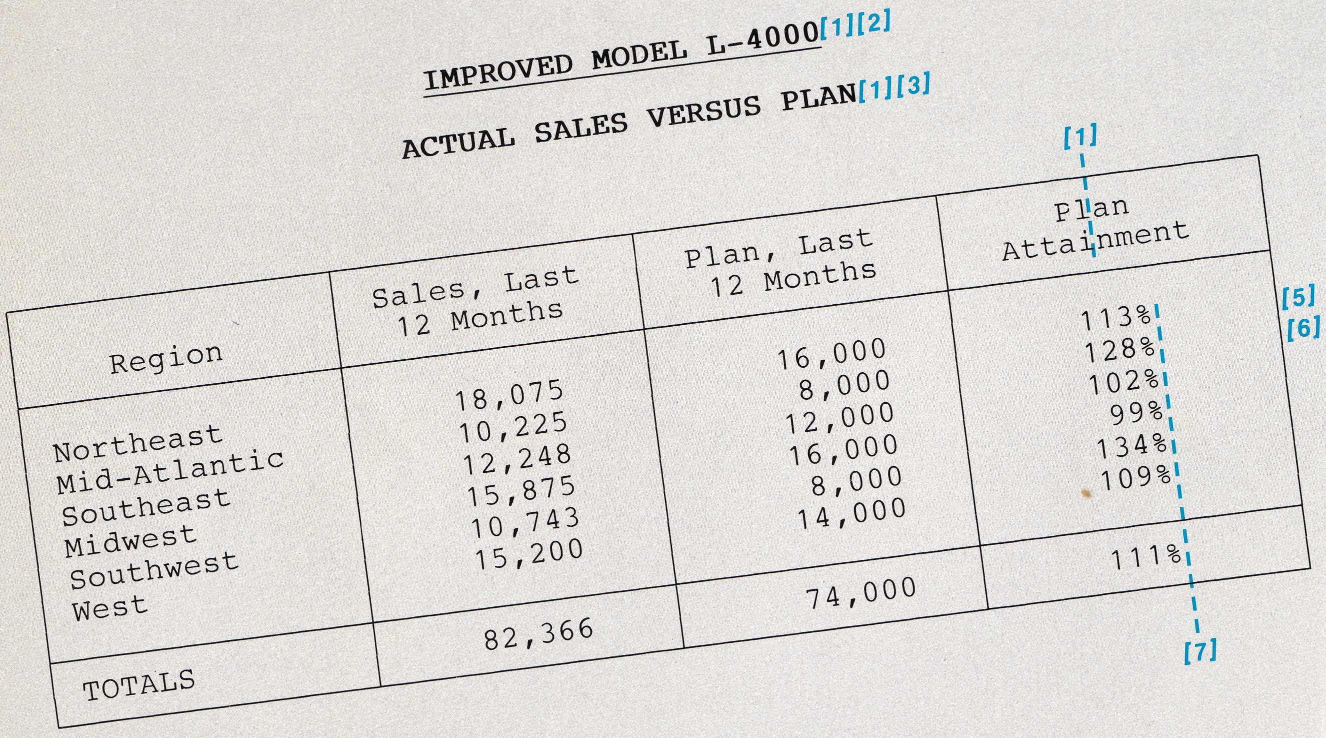
Ten page formats can also be stored in the ZX-500 to speed up typing of pre-printed forms, invoices and envelopes.

Create Distinctive Documents

Electronics and the new SHARPWRITER printwheel bring the operator new possibilities in document presentation. The vertical line and the underscore or double underscore can be combined to construct boxes around tables.

BOLD typing makes striking titles and subheadings. The legal symbols, such as the registered trademark on the printwheel, result in copy that frequently looks typeset.

Combine these features with 10, 12 or 15 pitch typing or proportional spacing and the results are a totally new and distinctive appearance to your documents.

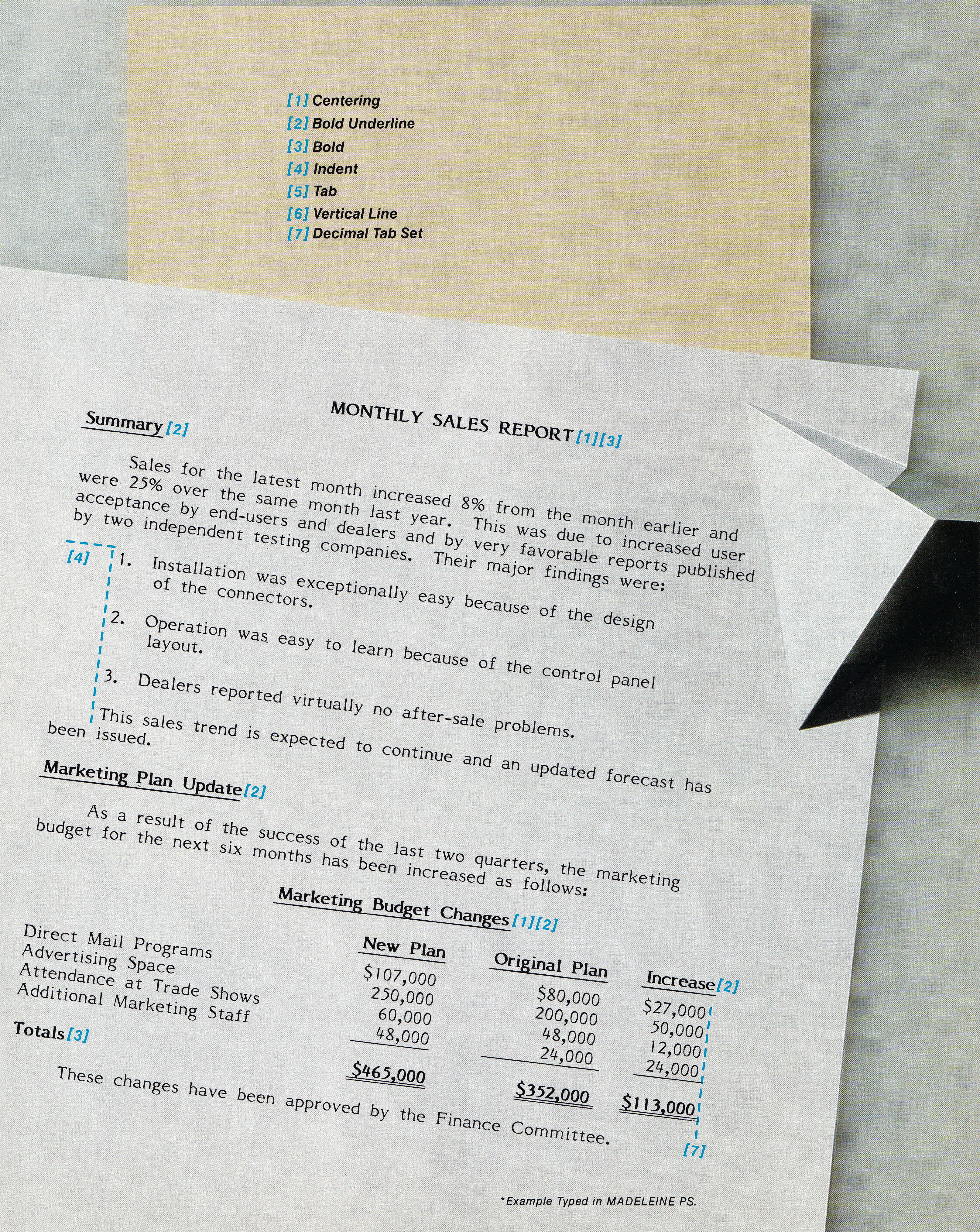


IMPROVED MODEL L-4000[1][2]

ACTUAL SALES VERSUS PLAN[1][3]

Region	Sales, Last 12 Months	Plan, Last 12 Months	Plan Attainment
Northeast	18,075	16,000	113%
Mid-Atlantic	10,225	8,000	128%
Southeast	12,248	12,000	102%
Midwest	15,875	16,000	99%
Southwest	10,743	8,000	134%
West	15,200	14,000	109%
TOTALS	82,366	74,000	111%

*Example Typed in COURIER 10.



[1] Centering
[2] Bold Underline
[3] Bold
[4] Indent
[5] Tab
[6] Vertical Line
[7] Decimal Tab Set

MONTHLY SALES REPORT [1][3]

Summary [2]

Sales for the latest month increased 8% from the month earlier and were 25% over the same month last year. This was due to increased user acceptance by end-users and dealers and by very favorable reports published by two independent testing companies. Their major findings were:

[4]

1. Installation was exceptionally easy because of the design of the connectors.
2. Operation was easy to learn because of the control panel layout.
3. Dealers reported virtually no after-sale problems.

This sales trend is expected to continue and an updated forecast has been issued.

Marketing Plan Update [2]

As a result of the success of the last two quarters, the marketing budget for the next six months has been increased as follows:

Marketing Budget Changes [1][2]

	New Plan	**Original Plan**	**Increase** [2]
Direct Mail Programs	$107,000	$80,000	$27,000
Advertising Space	250,000	200,000	50,000
Attendance at Trade Shows	60,000	48,000	12,000
Additional Marketing Staff	48,000	24,000	24,000
Totals [3]	$465,000	$352,000	$113,000

[7]

These changes have been approved by the Finance Committee.

*Example Typed in MADELEINE PS.

SHARPWRITER FEATURES AND SPECIFICATIONS

ELECTRONIC TYPING FEATURES

ELECTRONIC TYPING FEATURES	ZX-400	ZX-500
Electronic margins and tabs	×	×
Electronic tab clear, all clear	×	×
Stored line formats for 10, 12/PS, and 15	×	×
½ space key	×	×
Repeat key	×	×
Keyboard buffer	×	×
Index and reverse index keys	×	×
Vertical line tab	×	×
Decimal tab	×	×
Block indent	×	×
Centering	×	×
Flush right typing	×	×
Relocate	×	×
Express to left margin	×	×
Express to beginning of correction memory	×	×
Continuous underline	×	×
Word underline	×	×
Bold typing	×	×
Expand space typing	×	×
Automatic carrier return	×	×
Adjustable hot zone	×	×
Automatic correction memory	200 char./ 3 lines	400 char./ 6 lines
Automatic paper insert	×	×

DISPLAY AND MEMORY FEATURES

Memory capacity		
Standard memory		1,000 char. approx.
8,000 char. module option		9,000 char. approx.
16,000 char. module option		17,000 char. approx.
32-character fluorescent display with red cursor		×
26 documents or phrases		×
10 page formats		×
Document revision capability		×
Insert and delete keys		×
Cursor control keys		×
Reformat after Insert or delete		×
Stop code		×
Listing of memory contents		×
Preview on display before printing		×
Column layout		×
Right justification		×
Automatic word wrap around		×

SPECIFICATIONS

SPECIFICATIONS	ZX-400	ZX-500
Paper capacity = 17 inches (432 mm)	×	×
Writing line = 13.2 inches (335 mm)	×	×
112-character printwheel with cassette	×	×
10,12, and 15 pitch and proportional spacing	×	×
Printing speed = 20 cps	×	×
3 Level copy thickness control	×	×
Printing intensity control	×	×
Case width = 22.2″ (564 mm)	×	×
Case width knob to knob = 23.9″ (607 mm)	×	×
Case height = 7.7″ (196 mm)	×	×
Case depth = 19.3″ (490 mm)	×	×
Weight	39.7 lbs. (18 kg)	41.9 lbs. (19 kg)
Power: 110—120 volts, AC, 60 Hz	75 watts	85 watts
30-day battery back-up system	×	×
Operating conditions:	Normal: 41°—95°F (5°—35°C) Storage: −13°—140°F (−25°—60°C) Humidity: 10—85%	

SHARPWRITER SUPPLIES

SHARPWRITER ribbons come in correctable carbon film, multi-strike carbon film and multi-strike fabric styles. SHARPWRITER ribbons, are specially designed to allow easy printwheel interchange without ribbon removal.

SHARPWRITER correction tapes come in lift-off and cover-up styles.

SHARPWRITER printwheels come in their own protective cassettes and are available in a wide variety of styles.

These SHARPWRITER supplies are available from your local authorized dealer.

Features and specifications are subject to change without notice.

SHARP

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Mr. G. Maybell
Typewriter Research
207 W. 106th St.
New York, NY 10025

Dear Mr. Maybell:

Thank you for your interest in the SHARPWRITER (TM) line of Electronic Typewriters.

We offer a complete line of Electronic Typewriters. The SHARPWRITER (TM) line features advanced "state of the art" technology, and you will see that the products are truly benefit oriented. In addition to our SHARPWRITER (TM) line of Electronic Typewriters, we will also offer ribbons and lift-off tapes, and will offer a wide selection of printwheels.

If you are interested in the SHARPWRITER (TM) line of Electronic Typewriters and would like a demonstration in your office, contact us at (201) 265-5600, Extension 4176.

I look forward to hearing from you at your earliest convenience.

Sincerely,
SHARP ELECTRONICS CORPORATION

Richard D. Zochowski
National Sales Manager
Electronic Typewriter Dept.

RDZ:ms